BRAND GUIDE

Present Atomic clearly.

Use the supplied gradient symbol and outlined wordmark. The primary lockup in this kit is lowercase “atomic”; the uppercase alternative is included.







Colour and artwork

The symbol blends indigo #4338CA, violet #7C72FF, coral #FF8A6B and magenta #C95BB4. Light-background lettering is #16161D. Preserve the supplied gradients, overlap and shading.

Choose a background

Use the colour versions on light or dark backgrounds. For one-colour use, choose the supplied black or white monochrome SVG. Its four separate shapes and transparent gaps preserve the overlap; never flatten the symbol into a silhouette.

Space and legibility

Leave clear space of at least half the symbol’s height around the logo. As a starting point, use the lockup at 120 pixels wide or larger and the symbol at 24 pixels or larger; check legibility at final size.

Keep the identity intact

The lowercase wordmark is Inter SemiBold (600), verified against Inter 3.19. Keep its supplied weight, letter shapes and spacing. Manrope is the document and campaign typeface. Write “Atomic” in editorial text.

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Choose the right file

SVG	Original vector masters, including gradients, shading and outlined lettering. Best for web and design work.
Transparent PNG	512 and 2048 pixels wide, for slides, documents and social graphics.
PDF	Appearance-preserving exports for page layout. Shadow filters may contain raster elements; use SVG as the master.
Originals	All 12 supplied files, including light/dark lockups, the symbol and logo application mockups.



Social covers and product media

Widescreen, square and vertical covers use the new primary lockup with “Big idea? Make it real.” Choose the supplied format rather than cropping another layout.

The logo files, document branding, presentation frames and social covers use the 2 November 2026 identity. App screenshot branding uses the current lowercase identity. All three launch films use the current lowercase identity throughout, including recorded app screens. Original narration, music and timing are preserved. Supplied logo application mockups are design references, not product captures.

Editorial credits

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